

## MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

August 12, 2014

Called to order at 7:20 p.m.

Present: Lana Razdan, Rollyn Hoffman, Peter Beacham, Theresa Scatterday, Jim Cox,  
Suzan Galpin, Rob Liebow, Steve Attwood

Guests: Warner Communications

➤ **Minutes of the Meeting of July 8, 2014**  
Approved.

➤ **PR Marketing Goals and Objectives Workshop**

Carin Warner, President of Warner Communications, and her staff presented their first activity report since being hired by the BOS. Significant print coverage has already been achieved with more to follow, media visits are being set up, and editorial calendar opportunities are being pursued. A discussion followed about social media profiles to be established and story lines to be pursued, as well as specific individuals who could help in their development, and the photographic images that would be required. Protocol for communicating on a day to day basis was established, and frequency and format of reporting to the EDC defined.

➤ **Fall Town Meeting Issues**

Lana will prepare an activity report that indicates what has been achieved by the EDC, and what its recommendations are for the future.

➤ **FY '16 Budget Planning**

The EDC is always very sensitive to the financial situation of the town. It will continue to propose plans that balance short and long term objectives while seeking a strong return on the dollars it invests.

➤ **Project Updates**

- **Real Estate Questionnaire/ Focus Group:** The survey will be launched once school has restarted.
- **EDSAT:** Lana reviewed the status of the project and sought input from members on preferred meeting dates for Dr. Bluestone and key community members.
- **Mobile App:** Following its launch the app is constantly being upgraded.

➤ **Date of Next Meeting**

September 9, 2014

The meeting adjourned at 9:15 p.m.